

Amendments to the Drawings

The attached replacement sheet of drawings includes changes to Fig. 8 and replaces the original sheet including Fig. 8.

In Fig. 8, the "channel" referred to in the detailed description is identified using reference number 803, as requested in the office action. In view of the amendment to Fig. 8, applicant requests withdrawal of the objection to the drawings.

Attachment following last page of this Amendment:

Replacement Sheet (1 page)

Amendments to the Claims

This listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Currently Amended) A method of generating information including targeted ads, the method comprising:

receiving, by at least one processor, a first syndicated content information-item for a syndicated-Really Simple Syndication ("RSS") feed provided by a syndicated content provider device, channel; the first syndicated content information-item being an RSS feed item and including a first title, a first URL [[link]] to a web page corresponding to the first syndicated content item, and a first description, the RSS feed being an RSS format compliant web feed; the channel including a channel title, a channel link, and a channel description;

receiving, by at least one processor, a first targeted ad item for the RSS syndicated-feed, channel; the first targeted ad item being a separate RSS feed item and including a first targeted ad that has been provided by an advertiser, a first targeted ad title for the targeted ad item, a first targeted ad linkURL to a web page corresponding to the first targeted ad, and a first targeted ad description;

storing, on a computer storage device, the first syndicated content information item and the first targeted ad item;

receiving a request for the RSS feed;

inserting, by at least one processor, the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content information-item in the syndicated RSS feed, echannel, the first targeted ad item being inserted in response to a request for the syndicated RSS feed; echannel; and

providing, by at least one processor and in response to [[a]]the request for the syndicated RSS feed, echannel; the syndicated RSS feed channel including the first syndicated content information-item and the first targeted ad item.

2. (Currently Amended) The method of claim 1, wherein the syndicated RSS feed channel provides a list of at least one content item having a title, a link URL, and a description corresponding to a channel the content item.

3-10. (Cancelled)

11. (Currently Amended) The method of claim 1, further comprising:
receiving keyword information, the keyword information including at least one keyword;
selecting a first targeted ad from among a plurality of ads based on the at least one keyword; and

generating the first targeted ad item for the syndicated RSS feed channel based on using the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item.

12. (Previously Presented) The method of claim 11, wherein receiving the keyword information comprises receiving a user request including the at least one keyword.

13. (Previously Presented) The method of claim 11, wherein the first syndicated content ~~information~~-item includes the at least one keyword.

14-16. (Cancelled)

17. (Currently Amended) The method of claim 1, wherein the first targeted ad item includes a content targeted ad that is selected using content included in the received first syndicated content ~~information~~-item.

18. (Currently Amended) The method of claim 17, wherein content used to select the first targeted ad includes at least one of the first title, the first linkURL, and the first description included in the received first syndicated content ~~information~~-item.

19. (Currently Amended) The method of claim 11, further comprising:
receiving user profile information, ~~for use in selecting a~~ wherein selecting a first targeted ad comprises selecting the first targeted ad from [[a]]~~the~~ plurality of ads using the user profile information.

20. (Cancelled)

21. (Currently Amended) The method of claim 1, further comprising:

receiving geographic location information, for use in selecting wherein selecting a first targeted ad comprises selecting the first targeted ad from a plurality of ads using the geographic location information.

22. (Currently Amended) The method of claim 21, wherein the first targeted ad is selected based on receiving geographic location information comprises receiving a geographic location to which the channel RSS feed is to be provided in response to the request for the RSS feed.

23. (Currently Amended) The method of claim 1, further comprising:
receiving a first targeted ad selected based on content included in the first syndicated content information item;

generating the first targeted ad item for the syndicated RSS feed channel-based on the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item;

receiving a second syndicated content information item for the syndicated RSS feed channel, the second syndicated content information item being an RSS feed item and including a second title, a second linkURL to a web page corresponding to the second syndicated content item, and a second description, the second syndicated content information item being different from the first syndicated content information item;

receiving selecting a second targeted ad selected based on using content included in the second syndicated content information item, the second targeted ad being different from the first targeted ad;

generating a second targeted ad item for the syndicated-RSS feed channel based on using the second targeted ad, wherein generating the second targeted ad item includes formatting the second targeted ad item to be a separate RSS feed item including a second targeted ad title, a second targeted ad linkURL to a second web page corresponding to the second targeted ad, and a second targeted ad description; and

inserting the second targeted ad item in the syndicated-RSS feed at a location that is adjacent to the second syndicated content information-item in the syndicated-RSS feed, channel, wherein providing the channel-RSS feed comprises providing the syndicated-RSS feed channel including the first syndicated content information-item, the second syndicated content information-item, the first targeted ad item, and the second targeted ad item.

24. (Currently Amended) The method of claim 23, wherein the first description of the first information-content item is used to select the first targeted ad.

25. (Currently Amended) The method of claim 23, wherein the first linkURL of the first information-syndicated content item is used to select the first targeted ad.

26-34. (Cancelled)

35. (Currently Amended) The method of claim 1, wherein the first targeted ad item includes content that is a creation date that is more recent than a creation date, edit date, and change date for content included in the first syndicated content information item.

36. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent edit date than an edit date for the first syndicated content information item.

37. (Currently Amended) The method of claim 1, wherein the first targeted ad item has a more recent change date than a change date for the first syndicated content information item.

38-41. (Cancelled)

42. (Currently Amended) The method of claim 1, further comprising:
selecting [[a]]the first targeted ad based on at least one keyword included in a user request, a user profile information, or geographic location information.

43-56. (Cancelled)

57. (Currently Amended) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first targeted ad item immediately following the first syndicated content information item.

58. (Currently Amended) The method of claim 1, wherein inserting the first targeted ad item adjacent to the first syndicated content information item comprises inserting the first

targeted ad item in the RSS feed at a location immediately preceding the first syndicated content information-item.

59. (Currently Amended) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second syndicated content information-item comprises inserting the second targeted ad item in the RSS feed at a location immediately following the second syndicated content information-item.

60. (Currently Amended) The method of claim 23, wherein inserting the second targeted ad item adjacent to the second syndicated content information-item comprises inserting the second targeted ad item in the RSS feed at a location immediately preceding the second syndicated content information-item.

61. (Currently Amended) The method of claim 1, further comprising:
receiving a second syndicated content information-item for the syndicated RSS feed,
channel, the second syndicated content information-item being an RSS feed item and including a
second title, a second linkURL to a web page corresponding to the second syndicated content
item, and a second description, the second syndicated content information-item being different
from the first syndicated content information-item, wherein

inserting the first targeted ad item adjacent to the first syndicated content information
item comprises inserting the first targeted ad item in the RSS feed at a location immediately
following the first syndicated content information item and immediately preceding the second
syndicated content information item in the channel.

62. (Currently Amended) The method of claim 1, wherein:

receiving the first syndicated content ~~information~~-item comprises receiving the first syndicated content ~~information~~-item from a syndicated content provider system that includes at least one processor;

receiving the first targeted ad item comprises receiving the first targeted ad item from a targeted ad server, the targeted ad server being different from the syndicated content provider system;

storing the first syndicated content ~~information~~ item and the first targeted ad item comprises storing the first syndicated content ~~information~~-item and the first targeted ad item on a storage device of a syndicated information/ad mixer, the syndicated information/ad mixer being different from the syndicated content provider system and the targeted ad server; and

inserting, by the syndicated information/ad mixer, the first targeted ad item adjacent to the first syndicated content information item-comprises inserting the first targeted ad item at a location in the RSS feed that is adjacent to the first syndicated content information item at the syndicated information/ad mixer.

63. (Currently Amended) The method of claim 1, further comprising:

receiving a first targeted ad; and
generating the first targeted ad item for the syndicated-RSS feed channel based on using the first targeted ad, wherein generating the first targeted ad item includes formatting the first targeted ad to be a separate RSS compliant feed item.

64. (Currently Amended) The method of claim 63, wherein:
receiving the first targeted ad comprises receiving the first targeted ad from a targeted ad server; and

generating the first targeted ad item comprises generating, by a syndicated information/ad mixer, the first targeted ad item, in the at a syndicated information/ad mixer, wherein the syndicated information/ad mixer being is different from the targeted ad server.

65-71. (Cancelled).

72. (Currently Amended) A system for generating information including targeted ads comprising:

at least one database storing a first syndicated content information-item for an RSS syndicated feed, channel, the first syndicated content information-item being an RSS feed item and including a first title, a first linkURL to a web page corresponding to the first syndicated content item, and a first description, the channel including a channel title, a channel linkURL, and a channel description the RSS feed being an RSS format compliant web feed; and

at least one processor coupled to the at least one database, the at least one processor being configured to:

receive the first syndicated content information-item and a first targeted ad item for the syndicated RSS feed, channel, the first targeted ad item being a separate RSS feed item and including a first targeted ad title, a first targeted ad linkURL to a web page corresponding to the first syndicated content item, and a first targeted ad description;

store, on one or more storage devices, the first syndicated content information item and the first targeted ad item;

receive a request for the RSS feed;

insert the first targeted ad item at a location in the RSS feed, the location being adjacent to the first syndicated content information item in the syndicated RSS feed; channel; and

provide, in response to the request for the RSS feed, the syndicated RSS feed channel including that includes the first syndicated content information item and the first targeted ad item at adjacent locations.

73. (Currently Amended) The system of claim 72, wherein the syndicated RSS feed channel lists at least one item having a title, a linkURL, and a description corresponding to a channel.

74. (Currently Amended) The system of claim 72, wherein the at least one processor is further configured to generate an Atom compliant ad item from the first ad item and insert the Atom compliant ad item at a location of the syndicated feed channel is one of an RSS feed and an Atom feed that is adjacent to an Atom content item, the Atom compliant ad item being a separate ad item that conforms to an Atom standard, and the Atom feed being an Atom compliant web feed.

75. (Currently Amended) The system of claim 72, wherein the at least one processor is further configured to insert the first targeted ad item adjacent to the first syndicated content

information item by inserting the first targeted ad item at a location in the RSS feed that is immediately following the first syndicated content information item.

76. (Currently Amended) The system of claim 72, wherein the at least one processor is further configured to insert the first targeted ad item adjacent to the first syndicated information item by inserting the first targeted ad item at a location in the RSS feed that is immediately preceding the first syndicated content information item.

77. (Currently Amended) A system, comprising:
at least one datastore storing syndicated content information for syndicated feeds and advertisements for the syndicated feeds;

a targeted ad server coupled to the at least one datastore, the targeted ad server including at least one processor configured to select advertisements from the at least one datastore, the selected advertisements being selected for the syndicated feeds based on targeting information;

a syndicated content provider coupled to the at least one datastore and the targeted ad server, the syndicated content provider including at least one processor configured to generate a requested syndicated Atom feed based on syndicated content information received from the at least one datastore and the selected advertisements, the requested syndicated Atom feed being an Atom compliant web feed provided in response to a request for syndicated content, the syndicated content provider being further configured to generate an Atom content item and a corresponding Atom ad item and include the Atom content item and the corresponding Atom ad

item at adjacent locations of the Atom feed, wherein the Atom content item is an Atom feed item generated to include syndicated content information and the Atom ad item is a separate Atom feed item generated to include the selected advertisements.

78. (Currently Amended) The system of claim 77, wherein the syndicated Atom feed includes, as syndicated Atom feed items, the syndicated content information received from at least one datastore and the selected advertisements.